



# THE REPORTER OF DIRECT MAIL ADVERTISING

*always on the trail for new ideas*

SEVENTEEN EAST FORTY-SECOND STREET • NEW YORK • VANDERBILT 6-0888

JUL 6 1942

Our June Report

Dear Friends:

That story last month about the paper and printing situation sure kicked-up a lot of fuss . . . good fuss. Time Magazine gave it a good summarizing in June 1st issue (page 68). Bradner-Smith in Chicago and Chope-Stevens in Detroit were the first paper companies to rush 16 page booklet-reprints to all advertisers in their trade areas. Others followed suit . . . so the story is blanket-ing advertising circles.

By this time, most intelligent folks should know that THERE ISN'T ANY PAPER SHORTAGE . . . for advertising needs. But keep-on talking about it.

The hundreds of letters received from mail users, printers, merchants and paper mills prove that the subject is vitally important. I could fill two or three issues of THE REPORTER with interesting summaries of these letters—but for this month . . .

LET'S TACKLE THE WHOLE PROBLEM from another angle. Let's go on the trail to dig up the ways Direct Mail is helping in the war effort.

So . . . we give you on pages 10-11-12-13-14-15 "The Prize Story of the Year." Read it first before you tackle the shorter and breezier items. Here is a story to give all of you an adaptable objective. It may give you ideas on how you can get business, hold business, or protect your future business. Anyway, I hope you will join me in **saluting** the courageous program of the Allis-Chalmers Company.

It deserves your salute.

Sincerely,

Publisher

P.S. Incidentally, that Lignum-Vitae story should be worth its weight in **gold** to many of you. Excuse the bum pun, Sam!

H. H.

TRADITIONALLY PREFERRED FOR PRECISION PRINTING PRODUCTION



**VICTORY WAR QUALITY PAPERS**  
**—still the standard of comparison**

Stark realities face all of us . . . successful prosecution of the war means added woe, increased work, more self-denial. Wholeheartedly, we seek every measure to extend our cooperation to hasten the day of complete and final Victory over the enemies of freedom. In the interim, although large quantities of Northwest papers are destined for war needs, we are still supplying paper for essential commercial use.

**THE NORTHWEST PAPER COMPANY • CLOQUET, MINNESOTA, U. S. A.**

Copyright, 1942, By The Northwest Paper Company

# WHAT'S HAPPENING IN DIRECT MAIL?

Read and Check the ☐

**□ SUGGESTION.** Before you start reading our short items with the check squares for your action notations . . . we suggest that you first read the important prize story of the month which starts on page 10. That story should put you in an optimistic mood and prepare you to more thoroughly enjoy our other reports.

**□ UNBROKEN MENTAL CONTACTS** is the theme of a little story contained in a letter from the always interesting Tom Dreier, Center Harbor, New Hampshire.

The trouble with most advertisers is that they are like the Mexicans told about by Gerald Stanley Lee in his book *WE*. An American contractor had a job in Mexico and employed local laborers at day wages. He got little work out of them. Finally he got a bright idea. Instead of paying them by the day, he paid them a small coin for every wheelbarrow load they dumped. They came near killing themselves running with their loads. Their payment at the end of each day, even though they worked more than twice as hard, was less than they would have received on the old daily wage basis. But, being equipped with low mentalities, they simply had to have the reward for their work placed close to their work.

Higher in the mental scale are those who can see ahead. Like promoters, who often wait years for their pay, they know that by waiting longer they'll get bigger rewards. They play for bigger stakes—possibly delayed.

Advertisers who have any sense will keep right on advertising now for the reward they'll get later when business comes back. My own clients, fortunately are wise. They tell me frankly that they have no immediate use of advertising. They have their eyes on the fierce competition that will follow the war. *They want their mental contacts with customers unbroken.* Curtis 1,000 Inc., as a matter of fact, is actually increasing the mailing list of *The Curtis Courier*. That policy, consistently followed, explains why they have achieved such a place as envelope distributors during the 60 years of existence.

*Reporter's Note:* That would make a good theme for a promotion piece to be mailed to a National Executive list by a Graphic Arts Promotion Committee (if such a committee could ever be formed and get to work).



"And this is Miss Andrews, our bottleneck."

**□ A SNAPPY HOUSE MAGAZINE** is what we'd call the Calumet Copy, monthly 4¼" x 5½" journal of the Calumet Carton Company of Harvey, Illinois. It's mostly filled with jokes and better than usual cartoons. We like the one illustrated here. Perhaps some of you could get on the mailing list for at least a few issues.

**□ BEST MAILING PIECE** of the past several months was produced by Time, Inc. At least, it was the best we've seen. A tricky folder to tell the story of Time's Air Express Edition to South America.

Title on the cover reads—"20 Good Neighbors and What They Say About (picture of Time). Inside folder there is a die-cut pocket adjoining a map of South America. Inside the low pocket a collection of 20 miniature letters. Each one has an extending colored tab indicating the country from which received. A dotted line from the map runs to the tab. When the letters are collated together in the pocket each tab is visible, since they all are placed on a different point in the margin. The letters are testimonial messages from Consuls, Chambers of Commerce, Trade Bureaus, etc.

**□ CONGRATULATIONS TO THE DIRECT MAIL DIVISION** of the Greater New York War Bond Pledge Campaign Committee. After many meetings of many experts, headed by Rohe Walter, the Committee succeeded in financing and producing an excellent promotion campaign. Two million letters, representing forty-five tons of mail, were delivered by U. S. postmen to every household in New York City's five boroughs. The two page letter was a masterpiece, and closely approached the dramatic style used in Time Magazine circulation promotion. (Coincidence? Heck no! That Samstag guy wrote it.) It painted a vivid picture of what the purchase of a War Bond could accomplish. The opening attention getting section is worth reprinting:

Dear Fellow American:

Suppose I could say to you—  
"There—dead ahead—is the Jap plane that dropped the first bomb on Pearl Harbor! Press that trigger! You shall have the honor of bringing him down!"

Suppose I could say to you—  
"Look! That shadow down there! It's the U-boat that sank two of our merchantmen yesterday! He's yours! Let him have it!"

Suppose you could know it was *your* burst of machine gun bullets—your depth bomb—that avenged those American dead—that paid off the killers in their own coin—that brought victory for America that much nearer.

Would you hold back? Would you hesitate to send those bullets on their way—to release that bomb over the shadow below? . . . I don't think so.

The Direct Mail Committee also prepared the ten-point, work portfolio for the Bond salesmen (which is another masterpiece of good printed promotion). The whole New York Bond drive was handled with expert advertising technique. It certainly shows what the advertising fraternity can do in an emergency when everyone donates their best abilities.

An old darkey was hauling a woman's coal for her. When he had finished, the woman asked for his bill. After much thought he gave her this bill: "Three comes and three goes at four bits a went—\$3.00."—*The Phoenix Quill, Phoenix Mutual Life Insurance Co.*

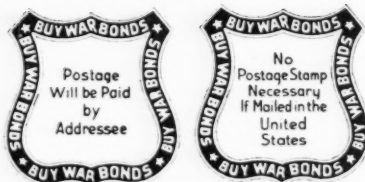
**VOL. 5, No. 2, Report for JUNE, 1942.** The Reporter of Direct Mail Advertising, is published monthly by Henry Hoke, publisher, from the Direct Mail Center, 17 East 42nd Street, New York City. Telephone Number: Vanderbilt 6-0888. Subscription price, \$3.00 a year. Re-entered as second class matter Nov. 15, 1939 at Post Office at New York, N. Y., under Act of March 3, 1879. Copyright, 1942, by Henry Hoke, N. Y.

□ **SPEAKING OF HUMOR** . . . write to Charles B. Keiser of the Croll Advertising Agency, Bennett Building, Wilkes Barre, Pennsylvania and try to get a sample of the clever piece produced for the Wyoming Valley Chamber of Commerce. It is one of those tricky four wing folding affairs, which uses the trimmed corner "waste" as inside explanatory cards. (The D.M.A.A. first used that format to promote road exhibits in 1935.)

This current adaptation is super-excellent. Out of 1,500 prospects who received the piece, 180 became members, (with some being added since close of campaign). Folder did not do all of the work, since a personal canvass was made. The workers reported, however, that the folder opened a lot of doors for them.

□ **BUILDING HEALTH** is the subject and purpose of an interesting series of mimeographed bulletins issued by R. M. Eickmeyer, Executive Secretary, YMCA, 17 North Champion Street, Youngstown, Ohio. It's a fine series and has even pulled complimentary remarks from the Co-ordinator of Health and Welfare of the Federal Security Agency. He thinks that every YMCA in America should copy the series and that the program should be put on a national basis. Sorry we don't have room to reprint some of the material, but perhaps those interested can get samples by writing to Youngstown.

□ **PATENTED, MY EYE!** Just happened to notice an item in Manny Rosenberg's "The Advertiser." A correspondent took Manny to task for running an article entitled "Color in Advertising" because credit was not given to a printing company which claims to have a "patent" on the phrase "Color in Advertising." We repeat again "Patented, My Eye!"—and refer back to the March issue item which described how Harry Higdon broke up the patent racket on "Remember Pearl Harbor." Some of these fellows in the printing business still think they can get away with rackets like patenting slogans, trick folds, die-cuts, etc. We promise that every time one of them sticks their neck out, we'll take a crack at it.



□ **NEW DESIGN FOR ENVELOPES.** As reported last month, E. G. Rice, Redson-Rice Corporation, 111 North Wacker Drive, Chicago, Illinois designed and received permission to use new corner design for the business reply envelope and card forms. The original design had the wording "Buy Defense Bonds" running in the margin. Since the new wording took effect, Mr. Rice redesigned and we are reprinting here. If you want to use this style on your envelope, have your engraver make plates from our reproduction, or we understand that any envelope company or printer can obtain electrotypes at cost from Mr. Rice or from the Envelope Manufacturers Association, 19 West 44th Street, New York.

□ **TALKING OF GOOD COPY** . . . that is a fine series of letters K. B. Hurd, publisher of "American Drug-gist" is sending out. He is chairman of the Advertising Business Papers Division of the USO War Fund Campaign. The letters are beautifully written on engraved, rag-content baronial size letterheads. They are certainly dramatic and this one deserves reprinting—

Dear Mr. Hoke:

Do you remember Jack Hines?

He's the 21 year old boy who took over flying an American bomber when his pilot was killed out over the Pacific.

"The first thing I knew," he said, "there was a burst of machine gun fire that ripped right through us. Six of the eleven crew were killed and the other five of us were wounded. The ensign piloting the plane slumped over dead, and as co-pilot I took over. I had a hard time righting the plane and hit for the clouds. A piece of aluminum from our ship had gone through my leg.

"We got up into the clouds and headed home. The plane was hard to manage. I dropped a flare. And then, it seemed right below us, spotlights blazed up. It was one of our destroyers!"

Jack Hines and the several million other lads like him in our armed forces aren't asking any favors. But

they're human. And a number of us at home believe we can show these boys that we appreciate the job they are doing.

We think they will feel better. We think they will sleep better. And we know they will carry on with a feeling that we care.

That is why I am asking you to send us a donation for the USO. It's not a charity, but an opportunity to have a direct part in keeping Jack Hines in touch with the things he's fighting for.

Won't you send us your check today?

On second thought, the opening section of another letter is worth reprinting too,—

Dear Mr. Hoke:

He didn't want a cup of coffee, this young American soldier who came into the USO service club.

He wasn't interested in a moving picture or a dance. Nor did he care to read a book, or play chess, or listen to the radio.

He wanted to hold a baby in his arms . . . a 3-month old baby like the son he'd left at home.

And though it wasn't easy to do, the USO got him his wish.

This isn't coddling. It isn't being "soft." It is a realistic approach to the fact that a soldier fights better when he has in sharp focus the things he is fighting for.

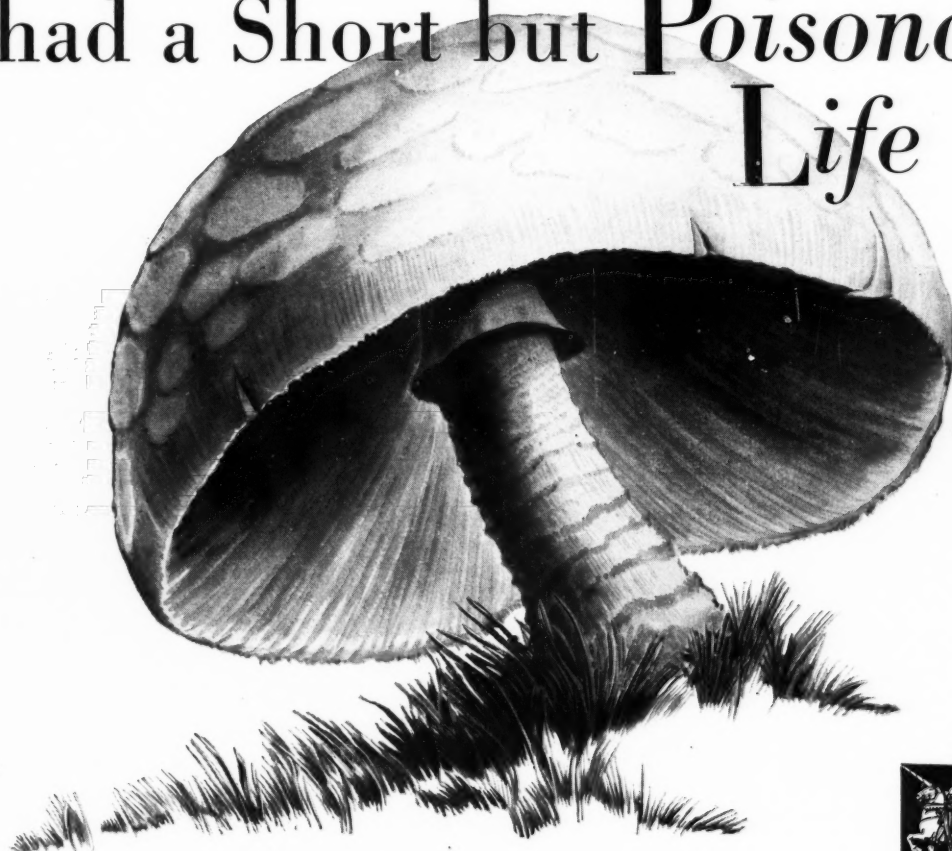
Good copy . . . we'd say.

□ **JOBS IN DIRECT MAIL** are beginning to get in a muddle. In spite of the fact that Direct Mail volume is suffering a decline, there are jobs floating around without sufficient takers. Many advertising people have gone into Government service and their places need filling. There is a fine job open out in the mid-west for a high class plan and copy Direct Mail man. There is a job in New York for an experienced researcher and mailing list analyzer (preferably a woman). Other calls are coming into *The Reporter* office frequently.

So we make this suggestion to all readers of this magazine. If you have an opening for an experienced Direct Mail assistant, tell us all about it by letter. If you know of someone who is looking for a job, tell them to send us full details by letter. We will be glad to act as a clearing house, but we prefer not to be bothered with too many personal interviews. At the present time we are doing our best to fill the jobs which are revealed to us.



# The Paper Shortage Myth had a Short but Poisonous Life



It popped up overnight . . . this fable about the scarcity of printing paper. But before it withered under the hot sun of facts, it had poisoned business by fooling some folks into thinking they might be unpatriotic if they advertised. Get this straight! For over a year now, total printing paper production always has exceeded consumption, although panic buying did push up orders. There is ample paper today, over and above what Government and war industries require. Printed advertising continues to be productive, flexible and economical. Maintain present sales and protect your future markets by advertising on Champion paper.

**THE CHAMPION PAPER AND FIBRE CO., Hamilton, Ohio**

MILLS AT HAMILTON, OHIO . . . CANTON, N. C. . . HOUSTON, TEXAS

*Manufacturers of Advertisers' and Publishers' Coated and Uncoated Papers, Cardboards, Bonds, Envelope  
and Tablet Writing . . . Over 1,500,000 Pounds a Day*

DISTRICT SALES OFFICES

NEW YORK • CHICAGO • PHILADELPHIA • CLEVELAND • BOSTON • ST. LOUIS • CINCINNATI • ATLANTA

□ **LONG WINDED MEETINGS** (and long-winded meaningless letters) should be "out" . . . for the duration. This reporter has been obliged to sit through countless "important" meetings in the past few months . . . meetings to solve some situation or other. Trouble with most meetings, some of the people present like to hear themselves talk and won't stay on the right track. If you have the nerve or opportunity, here's one way to stop the ramblers who talk without knowing the facts. Tell them this story we picked up in a current issue of "Net Results," h.o. of H. A. Hopf and Company, 500 Fifth Avenue, New York.

Counsel was cross-examining a witness in an important case in a London Court. He asked:

"And so on October 20th you say you called on Mrs. Smith. Now what did she say?"

"I object to the question, My Lord," interrupted opposing counsel.

There ensued an hour's fierce argument between counsel, and in the end the judge allowed the question.

"And, as I was saying," continued counsel, triumphantly, "you called on Mrs. Smith. Now, what did she say?"

"Nothing—she was out," was the reply.

□ **SPEAKING OF MEETINGS . . .** and the *gripping* which goes on at many of them (about losing business, about restrictions, etc., etc.) we recommend a reading of the closing paragraphs of excellent editorial which appeared in *The POST*, (members magazine of the Mail Advertising Service Association.) Why can't we all talk this way?

Our own feeling about the whole question is that no price is too great to pay for Liberty. We doubt if we'd have the nerve to say, as Patrick Henry did, "Give me Liberty or give me death"—and really mean it. But we do feel that this America of ours is worth any sacrifice, however great.

That's why we have no patience with the fellows who go around squawking about losing business because of the War. We feel sorry for the men who lose their businesses—but we have a feeling that that's part of the price of Liberty. Most men would rather lose their businesses, their incomes, their standards of living, than lose their *lives*—yet thousands of Americans are willing to forfeit their lives to protect their countrymen's right to Liberty and the pursuit of happiness.

That's why we don't think any group of business men or women—and that

includes our own trade association, the M.A.S.A., should do much squawking about losing business. That's why we have no use for people who complain about the size of their income taxes (the lucky devils). That's why we hope the members of this Association will never object to any necessary means of raising money to help finance the war—whether it be increased taxes, elimination of certain forms of advertising to save materials, higher postage rates, or what not. Let us say, rather: O.K., boys; if you think higher postage (or higher taxes) will bring you additional revenue to help fight the war, we're with you. We won't squawk!

As a group of business men and women, let's not become a group of protesters and fault-finders. Let's take it like men. Let's do our best to stay in business, but let's not go around like a bunch of weeping Willies.

ANY price it costs to win this war, and save our democracy—our liberties—is a *cheap* price.

Let's pay it cheerfully and willingly!

□ **ANOTHER INTERESTING TEST REPORT** is contained in the June issue of "Medical Marketing" house magazine of the Trade Magazine Medical Economics, Inc., Rutherford, New Jersey (previously praised for their broadminded attitude towards all forms of advertising). Here is a summary of the page devoted to the test made by Hart Drug Corporation:

Medical advertisers are agreed that a reply card increases the productivity of a direct mailing. The particular form of reply card used, can, and does, have an important effect upon the percentage of returns.

This was proved by a series of tests conducted by C. H. Nelson, Jr., president of the Hart Drug Corporation, Miami, Florida. Mr. Nelson's tests embraced six types of reply cards, and indicated that the leader (Type 3B) surpassed the lowest producer (Type 1A) by approximately 75 per cent.

All mailings were similar in form and appearance, and were sent out under third class printed permit.

COMPARATIVE DIRECT MAIL RETURNS ACCORDING TO TYPE OF REPLY CARD AND FILL-IN			
Type of card	Percent Returns	Gain over Card 1-A	
I. PLAIN CARD, NO STAMP:			
a) Without fill-in	23.8%		
b) With fill-in	26.9	13.0%	
II. BUSINESS REPLY CARD:			
a) Without fill-in	29.6	24.4	
b) With fill-in	37.4	57.1	
III. GOVERNMENT POSTAL CARD:			
a) Without fill-in	36.9	55.0	
b) With fill-in	41.6	74.8	

□ **A GOOD STORY ABOUT WAR TIME ADVERTISING** is told by Merrill Burgess of Burgess-Beckwith, Inc., Minneapolis, in a recent promotion letter to his list. We've quoted Merrill's letter before, but this one is too good to pass up. On a special letter-heading there is an illustration (in brown ink) of a potatoe, and a large script title (in blue ink)—"We can still plant POTATOES." Will give you most of the letter, eliminating only the wind-up, punch paragraph asking for appointment, etc.

Every once in a while we see a business firm which reminds us of our Uncle Homer.

Each Spring, Homer would start plowing and harrowing his run-down forty-acre farm. But about the time his neighbors were planting their "money crops" he would begin to dally. Couldn't decide for the life of him whether to plant corn or beans, sorghum or sugar beets. After a couple of weeks of such wavering, Aunt Effie would say in exasperation, "For Heaven's sakes, Homer, plant potatoes. Then we'll at least have something to eat!"

Yes, some firms are very like Homer. They need Aunt Effie to prod them into planting potatoes . . . at least. Faced with the problem of staying in business, with less and less merchandise to sell; of maintaining their markets until the war emergency is over, they are dallying, doing nothing when they might be planting potatoes . . . at least . . . with some well planned mail selling material.

An occasional friendly letter to let old customers know they are not forgotten, an occasional mailing piece to keep prospects reminded that the firm is still in business . . . those things don't call for an elaborate budget, and their value is immeasurable. They keep business coming in the door as long as it can be serviced, and keep markets "sold" when service can no longer be maintained. THEY ARE THE MOST EFFECTIVE INSURANCE IN THE WORLD AGAINST LOSS OF CUSTOMER FRIENDSHIP AND GOODWILL DURING THE WAR YEARS.

With tires and cars both rationed, and many lines of merchandise restricted or no longer available, a surprising number of Twin City firms have already decided that it is the better part of wisdom to supplement their *personal selling* with a consistent program of *mail selling*. In cases where the draft has raised hob with personnel, we are taking over all or any part of the details of planning, producing and mailing their material . . . at costs that fit even the remnants of a war-time budget.

**Flash:** Hurrah for Dillard Stokes of Washington Post . . . winner of Broun Award of American Newspaper Guild for his handling of franking scandal.

★ ★ ★  
**THOUGHTFUL PLANNING**  
★ ★ ★  
**IS A SERVICE TO THE NATION**  
★ ★ ★

*Do It Now!*

The man who lays out the printing job knows what effect he wants—but why not consult with his printer or lithographer before going ahead? They can guide and effect real economies. And if the job calls for moderately-priced offset paper with outstanding appearance, superior surface and press performance, they logically will select



**INTERNATIONAL OFFSET**

*An International Paper Value*

For more than 10 years International Paper has advised buyers of printing to

*"Consult your Printer"*

**INTERNATIONAL**

**PAPER COMPANY**

220 EAST 42nd ST., NEW YORK, N. Y. • BOSTON • CHICAGO • CLEVELAND

**PAPERS for PRINTING and CONVERTING**

★ ★ **BUY MORE WAR BONDS** ★ ★



□ **MANUFACTURERS WHO ARE INTERESTED** in building up future markets by tying in with the Bond sales program should investigate the unique plan being used by the Miller Printing Machinery Company of Pittsburgh. (We mentioned this briefly in a former issue of *The Reporter*). E. Terry Gaylord, advertising manager, has sent us the interesting brochures and trade space advertisements about the plan. Perhaps you can obtain copies from him.

Briefly, the war time scrap allowance proposal offers two options for the scraping of obsolete printing plant equipment. In one, the cash value of the scrap is retained by the owner who also receives an additional credit on future purchases. In option two, the cash value of the scrap is received by the printer in War Bonds, plus an additional credit on future purchases.

*This reporter* understands that the plan has met with good response, and there are possibilities in many other fields. (Bob Terhune of Treasury Department, please note).

□ **GOOD COLLECTION LETTERS** were requested in an item several months ago. Here is one (all names deleted) which worked wonders, we are told.

There are 2 reasons, Mr. Blank, why I simply had to get this letter off to you by air mail today. I think you'll understand and appreciate both of them.

First, of course, your account with us for \$250.00 is long past due.

Secondly—we're in a pretty tight squeeze for funds right this minute.

It's the second reason that concerns us most. We've depended on your account and a few others to come through so that we might meet our own important obligations by the 25th of this month.

Well — several of the others *have* come through, but frankly, we need a bit more bolstering, and the amount you owe us would (to coin a phrase) help us out of a hole.

I know you're anxious to clean your account up. Won't you please do it now . . . slip your "rescue check" to us into the enclosed air mail envelope?

We'll appreciate it—doubly and sincerely.

Yours very truly

And along the subject, Charles Greenfield of the Western Life Insurance Company, 404 Fuller Avenue, Helena, Montana, thinks we ought to print the collection appeal

which appeared in the May 28th editorial in the Augustus News.

Maybe if more folks come in to pay for the paper the taxes will be paid and equally important payments made. Each dollar helps it. Now if those who do owe for the Augustus News, will just pay what they owe, one fourth of the amount paid will go in to Defense Bonds to help our boys every one of whom is in danger.

Help your boy, and my boy,  
Give them all what they need,  
In this awful fight for our country,  
In Defence Bonds, not words, but deeds!

And here's another collection letter just received from Ted Yoder of the National Society for the Prevention of Blindness, Inc., 1790 Broadway, New York. It was written by Regina Schneider. It brought back replies from 68.5% of an overdue list and collected 92% of amount of outstanding cash due. That makes it GOOD.

**CLEARING ALL SLATES**  
for the New Year  
is traditional at this season!

You will, we are sure, welcome this timely reminder of the unpaid bill noted above.

Won't you take a moment, now, to send us your remittance? An addressed envelope is enclosed for your convenience.

With cordial holiday greetings from the Society, I am,

Sincerely yours, *Regina E. Schneider,*  
*Secretary.*

A Short Lesson In Writing !!! ....

□ **MAE HAUPT**, Editor of Chips, h.o. of the Blatchford Calf Meal Company, Waukegan, Illinois, writes to comment on *The Reporter* . . . and includes this paragraph:

I like your frank straight-forward manner of writing and would give a whole lot to be able to write in a like manner. Would it be a breach of ethics if you would tell me how you acquired that manner, or wasn't this manner acquired?

Well . . . that's getting pretty personal and embarrassing or something. But here's what we answered.

So you want to know how to learn to write like *The Reporter*.

That's easy. Get yourself a Dictaphone or Ediphone . . . and talk, instead of write.

Sometimes when I read over a finished copy of *The Reporter* I get a little disgusted. It sounds too conversational. Maybe I should dress it

up in literary style and make it sound stodgy, stuff-shirt and pontifical. But I can't get around to it!

Just go ahead and talk your Direct Mail. You will probably make a lot of mistakes and may have to do a lot of correcting at first. Analyze all your finished copy from the viewpoint of conversationalism. Read it out loud. If it doesn't sound just about like you would talk in an ordinary conversation . . . tear it up and start all over again.

□ **BUT SEE WHAT HAPPENS** when conversational dictation is checked by an expert. Several months ago the following appeared in a footnote—*"Reporter's Note: Life & Time violated a few formulas . . . and look what happened to them."*

C. O. Colburn in the advertising department of The Christian Science Monitor, Boston, pasted a clipping of this on their letterhead and corrected the word "look" to read "see." Underneath the clipping this message—*"Will you please stop misusing the English language? While this is a common grammatical error thoughtlessly condoned by many, it is, nevertheless, an error, and one which gripes me and a lot of others who respect good words and their proper use."* So . . . SEE how careful we have to be with a lot of Colburns checking our atrocious Pennsylvania Dutch yet.

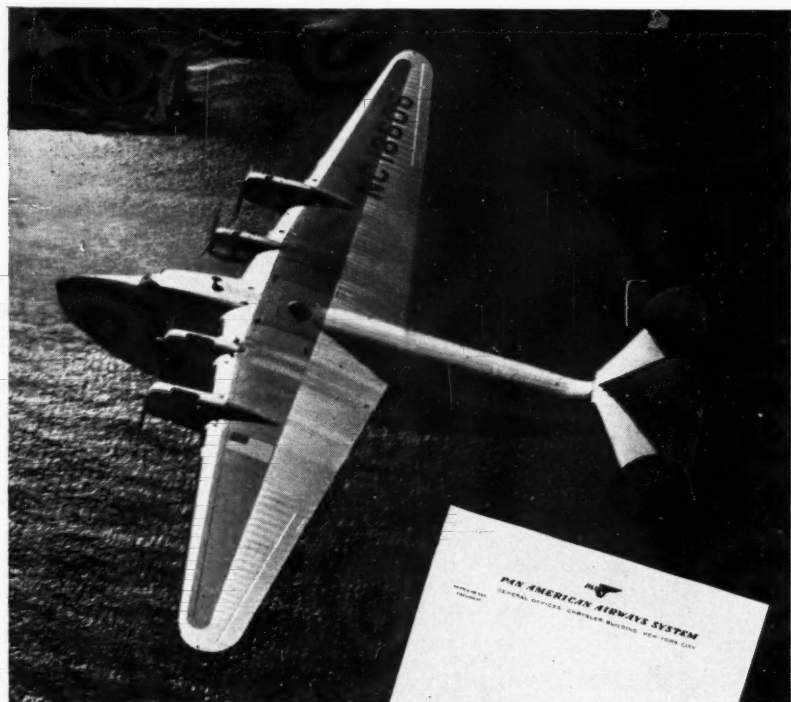
□ **FOR THE HUMOR SECTION** this month we will give you a letter just received from F. E. Raymond of the Elm Refining Company, Inc., Stamford, Connecticut. He says it is an old one which we have probably seen before. (Sorry, no.) A bicycle firm in Montreal is said to have received this message from a French-Canadian customer—

"mister T. J. Jones and companee, Notre Dame street, Montreal, P. Q.

Dear Sir: I receev de bicykel wich i buy from you alrite but for why you dont send me no saddel. I am loose to me my kustomer sure ting by no having de saddel and dats not very pleasure to Me. Wat is de matter wich you mister jones and companee. is not my moneys so good like annoder mans. you loose to me my trade and i am veree anger for dat an now i tells to you dat you are a fools and no good mister T. J. Jones and companee. i send to you back at wunce your bicykel tomorro for shure bekwase you are such a foolishness peoples. your respectfulee, J. B St. Denis.

P.S.—since i rite dis letter i find de saddel in de box. excuse to me.





Pan American Clipper Ship—Boeing 314

## **This letterhead records A THRILLING WAR EFFORT**

**B**raving, every hour, the hazards of war, Pan American Airways are speeding men, mail, and materials vital to victory across the aerial life-lines of the democracies. With thrilling precision, the Clippers are linking all countries of the western hemisphere, linking Alaska, Hawaii, Europe, Africa, the Far East... across routes totaling over 90,000 miles.

*Paper plays its part in all of this operation... for essential maps, records, communications. And much of the important correspondence of this company is written on Strathmore Bond.*

The Strathmore mills are supplying papers for many other war activities. And, in so far as STRATHMORE BOND and other Strathmore papers are available, we offer them to private industry as the letterheads that stand for *quality with economy* and that help to write... for all who use them... a record of leadership.

Strathmore Paper Company, West Springfield, Massachusetts

# **STRATHMORE**

**MAKERS  
OF FINE  
PAPERS**

### **PAPER IS PART OF TODAY'S PICTURE**

Current Strathmore advertising points out how essential paper is to the war effort, features leading industries that use Strathmore in their Victory programs, stresses the point that good letterheads help maintain the reputation every firm is guarding today.

★ ★ ★

This series appears in:

**FORTUNE  
TIME  
BUSINESS WEEK  
UNITED STATES NEWS  
NEWSWEEK  
FORBES  
ADVERTISING & SELLING  
TIDE  
PRINTERS' INK  
SALES MANAGEMENT**

# The Prize Story of The Year

*How one far-sighted (and patriotic) manufacturer is making certain that (1) American fighting men shall be well financed, (2) their dealers shall be actively engaged in war effort, and (3) that their customers will NEVER forget them.*

**T**HIS REPORTER considers it a rare privilege to tell the true story about one of the most amazing advertising campaigns ever waged in this country. Our editorial gold palm of the year goes to the Allis-Chalmers Company of Milwaukee, Wisconsin, manufacturers (in peace time) of tractors and harvesters.

Other advertising papers have casually mentioned this campaign . . . but have missed the important points. For those manufacturers who are interested in the future of this country and the future of their businesses—we give you a tale of courage and ingenuity.

## Here Is the Background

During the first world war, inflation hit the rural areas with terrific impact. Farmers used increased income to buy additional land at inflated prices. During post-war decline, farm income would not support inflated values. In 1921 the bubble burst and American agriculture went through the wringer. The farm equipment business, and all rural business, was heavily hit.

Already, in this war, the farm market faces the danger of inflation. Land values have increased by TWO BILLION dollars. Retail sales prices in rural areas are up 42% over 1941 . . . compared with urban increase of 27%. \$1100 on the farm goes farther than \$1600 in the pockets of city workers.

Farm income in 1942 is estimated at more than 14 billion dollars which will provide a *net* of some seven billion dollars, plus a possible two billion income from non-agricultural sources. An additional five hundred million will stay on the farm instead of going into necessary equipment, which is now not available due to war pro-

duction. There is nine and a half billion dollars worth of inflationary dynamite, which might get the farmers into a mess far worse than that experienced in 1921.

**What would you do if you were the manufacturer (in peace times) of farm equipment?**

You are manufacturing war goods. Your dealers are powerless to sell . . . and possibly discouraged. You run the risk of losing all contact with old and prospective peace-time customers. You see the possibility of a shattered post-war farm economy which would prevent the purchase of and payment for needed replacement equipment.

What would you do?

Well . . . the Allis-Chalmers Company did it, with the enthusiastic and sound cooperation of the United States Treasury Department.

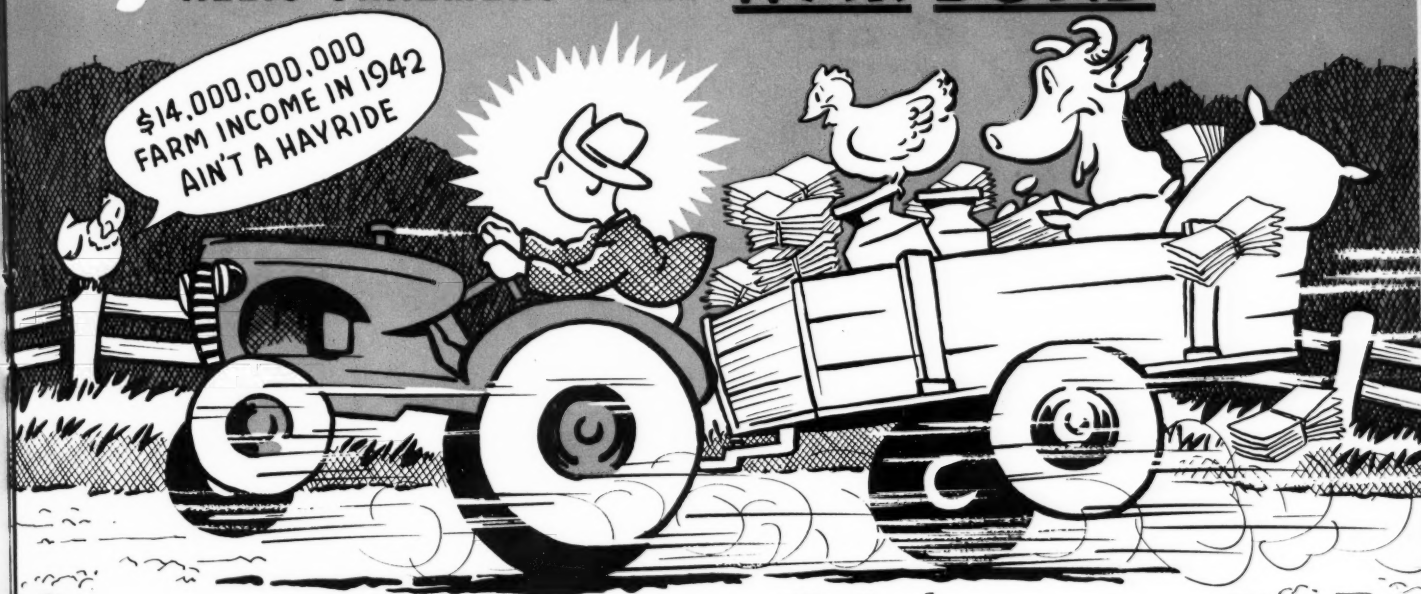
We can give you the true story here . . . after hours spent in Washington over the plan portfolio . . . and many long distance phone calls and letter consultations.

To help build a sound post-war economy, let's help the Government sell War Bonds to the rural districts (noticeably weak in percentage of purchases) so that the danger of inflation is lessened and so that post-war markets are assured. That was the solution.

On the four center pages of this issue of THE REPORTER, we are reproducing exactly the four-page two-color bulletin which was mailed May 15th to 3000 Allis-Chalmers dealers. Read it carefully. You'll see that it actually put the dealers into the front line trenches of financing the war and protecting their post-war business.

# You're the Driver

OF THE  
ALLIS-CHALMERS FARM **WAR BOND** WAGON!



## DUPLICATE PRIZES

FOR ALLIS-CHALMERS DEALERS IN THE BIG . . .

### "WIN-THE-WAR BOND CONTEST"

Here's your chance to get in on the biggest rolling barrage this country has ever seen . . . a barrage of farm dollars rolling in to crush the Axis aggressors so they'll never rise again.

Here's a challenge to summon all your pride and skill, for no Allis-Chalmers selling campaign ever was as important as this one.

The Allis-Chalmers dealer organization has been selected for a prominent position on the all-star, All-American FARM WAR BOND team chosen by the United States Treasury Department. It's an honor and a trust you can tell your grandchildren about, for Uncle Sam is placing his confidence and faith in you as an outstanding farm leader in your community.

This is no drudging door-to-door selling campaign, but a chance to wake up the countryside and get everybody talking

. . . buying bonds and telling the neighbors about it. Remember Paul Revere? That's you in 1942. Pass out "Win-the-War Bond Contest" Entry Blanks by the handful. When they're gone we'll send you some more.

Let's see how good a selling job you can do on AMERICA . . . the best farm investment in the world. If anybody argues with you on that, ask him how he'd like to have Hitler for a landlord . . . or take what Hirohito would pay for a bushel of corn.

Listen to this: IF THERE IS A CONTEST WINNER IN YOUR TERRITORY, YOU WILL BE AWARDED A DUPLICATE OF HIS PRIZE. If there is more than one winner, you get a duplicate prize for each.

Let's get those WAR BONDS going in high gear! What do you say?

**SPONSORED BY ALLIS-CHALMERS**  
IN CO-OPERATION WITH THE UNITED STATES TREASURY DEPARTMENT





FARM WAR BONDS

ECLIPSE THE  
RISING SUN

● HERE'S YOUR CHANCE TO WIN  
GET FARMERS TO ENTER THE . . .

## "WIN-THE-WAR BONDS"

125 PRIZES . . . For the best Letters of 100 Words or Less  
on — "WHY FARMERS SHOULD BUY WAR BONDS"

**1<sup>ST</sup> PRIZE \$1,000 WAR BOND**

**PLUS** a tour for the winner and one other member of the family, all expenses paid. See the big Allis-Chalmers factory where weapons of victory are made. Visit Great Lakes Naval Training Station and, war conditions permitting, cruise as guest of honor aboard a U. S. Navy Boat!

**2<sup>ND</sup> PRIZE \$1,000 WAR BOND**

**3<sup>RD</sup> PRIZE \$500 IN WAR STAMPS**

4th—\$400 in War Savings Stamps  
5th—\$375 in War Savings Stamps  
6th—\$300 in War Savings Stamps  
7th—\$250 in War Savings Stamps



8th—\$200 in War Savings Stamps  
9th—\$150 in War Savings Stamps  
10th—\$100 in War Savings Stamps  
11th, 12th, & 13th—\$100 each in War Bonds (Maturity Value)  
14th, 15th, 16th, 17th, 18th—\$50 each in War Bonds  
19th, 20th, 21st, 22nd, 23rd, 24th, 25th—\$25 each in War Bonds  
26th-125th incl.—\$10 each in War Savings Stamps  
(Duplicate of above prizes will be awarded Allis-Chalmers dealers in winner's territories)





**SWAT THE  
SWASTIKA**



WIN ONE OF 125 PRIZES -  
THE . . .

# BOND CONTEST"

## ★ CONTEST RULES ★

(FOR FARMERS ONLY)

1. Write 100 words, or less, on "Why Farmers Should Buy War Savings Bonds."
2. Contest is open to anyone living on or operating a farm, except
  - (a) Employees of the Allis-Chalmers Mfg. Company and their families, and
  - (b) Allis-Chalmers dealers, their employees, and families.
3. Each contestant *must* include the Serial Number of a U. S. War Savings Bond registered in his or her name. *This is important.* Failure to do this will automatically disqualify the entry. Letter must be signed by the same person in whose name the bond is registered.
4. Each contestant may submit one letter for each \$25 worth of bonds owned (Maturity value). For example: ownership of one \$100 bond entitles contestant to submit four letters using the *same* Serial Number on each entry. Ownership of four \$25 bonds entitles contestant to submit four letters, each bearing a *different* Serial Number.
5. Duplicate prizes will be awarded in case of a tie.
6. All letters must be mailed to Allis-Chalmers Mfg. Company, Tractor Division, Milwaukee, Wisconsin.
7. Contest closes at midnight September 15, 1942. All entries must be postmarked not later than September 15, 1942.
8. Letters will be judged on the basis of sincerity and the value of ideas expressed . . . *not* on literary style.
9. All letters become the property of the Allis-Chalmers Mfg. Company and the U. S. Treasury Department. No entries returned.
10. Whether you win or not, Allis-Chalmers and the U. S. Treasury Department reserve the right to use your letter, on the radio or elsewhere, to promote the sale of War Bonds.
11. Judges will be named by the U. S. Treasury Department. Their decision will be final.



# Help keep their Guns Loaded

**A \$1000 BOND**  
and All-Expense Trip for the  
Best 100 Word Letter on: "Why  
Farmers should Buy War Bonds!"

**125  
PRIZES**



**1st PRIZE**—\$1000 U. S. War Bond *plus* an all-expense trip for the winner and one other member of the family. Tour the big Allis-Chalmers factory where weapons of victory are built; visit Great Lakes Naval Training Station and, conditions permitting, cruise as guest of honor on a navy boat.

**2nd**—\$1,000 War Bond; **3rd**—\$500, **4th**—\$400, **5th**—\$375, **6th**—\$300, **7th**—\$250, **8th**—\$200, **9th**—\$150, **10th**—\$100—all in War Stamps. **11th**, **12th**, **13th**—\$100 each; **14th**, **15th**, **16th**, **17th**, **18th**—\$50 each; **19th**, **20th**, **21st**, **22nd**, **23rd**, **24th**, **25th**—\$25 each—all in War Bonds (maturity values). 100 additional prizes of \$10 each in War Stamps.

**HOW TO ENTER**—Anyone living on a farm is eligible—except Allis-Chalmers employees and dealers and their families. List the serial number of a War Bond registered in your name. One entry permitted for each \$25 bond denomination. Obtain entry blank with complete rules and helpful information from any Allis-Chalmers dealer or branch, or write the address below. Entry blank not required to win. Contest closes September 15.

**YOUR IDEAS ARE NEEDED**—Submit entries to Allis-Chalmers, Dept. 84, Milwaukee, Wis.

"Too little, too late" is *not* the American way! But . . . it takes money—big money—to fight a modern war and Uncle Sam offers us all the privilege of helping out by lending him our dollars.

Allis-Chalmers believes that *America* and our way of life is the best investment in the world. When you buy War Savings Bonds . . . Uncle Sam gives you a demand note, with all our land and resources as your collateral. Because there is no other investment as safe . . . nor as important to our country . . . we are proud to cooperate with the United States Treasury Department by sponsoring this message to American farm families.

Buy War Savings Bonds every time you sell—make every market day a bond day! Help sell more bonds by sending your ideas to our "Win-The-War Bond Contest." This is your chance to speed the day of Victory. Do it NOW!

**ALLIS-CHALMERS**  
TRACTOR DIVISION • MILWAUKEE • U. S. A.



**ALLIS-CHALMERS**

IS PROUD TO CO-OPERATE WITH THE U. S. TREASURY DEPT.

*By bringing this message to farmers in*

**50 FARM PAPERS—16,000,000 CIRCULATION**

★ ★ LISTEN TO ALLIS-CHALMERS RADIO FLASHES ★ ★

## The Allis-Chalmers Plan

The plan is simple. It received the full approval of the Treasury Department. Adaptations of it could be employed by every far-sighted manufacturer. Technically, the Allis-Chalmers Company announced a "Win-the-War Bond Contest" (in itself a tricky and appropriate slogan). The contest is limited to those *living on farms* who are owners of War Bonds. 125 prizes are offered for the best letters of 100 words or less on "Why Farmers Should Buy War Bonds." First Prize a \$1000 War Bond (plus fascinating all-expense trip behind the war scenes) . . . and prizes thereafter are graded downward. Duplicate prizes will be given to dealers covering areas of prize winners.

Dealers have been supplied with attractive posters, entrance blanks and other "sales helps." A dozen or so hard-hitting, no-punch-pulling ads are scheduled to run in *fifty farm publications* during June, July and August 1942. Spot radio announcements—three per week per station—will run for two months on forty rural-servicing stations. Dealers are offered mats or cuts for local, dealer-paid newspaper ads and are given suggestions for personal or mail "salesmanship."

### Is It Working?

It is a perfectly coordinated campaign . . . direct mail, newspapers, trade journals, local radio, plus personal contacts . . . to sell *not farm equipment*, but War Bonds and the future security of the market, the company, the dealers, and our country.

Allis-Chalmers is spending more than \$100,000 on this one prize campaign. Its peace time products are not mentioned. Only the company name appears at bottom of all advertisements.

No wonder the Treasury Department is enthusiastic. No wonder the farm paper editors are praising the campaign. No wonder the Allis-Chalmers dealers are asking for mats and cuts at rate of about 100 per day. No wonder the 100 word letters are already pouring in from farmers. No wonder Bond sales are already going up in the rural areas. It's a natural! And is it

any wonder that *this reporter* is doing a mental high-land-flying when he sees in this campaign a perfect model of how direct mail in the coming months can help do a patriotic and business building (and protecting) job?

### So a SALUTE . . .

to the A-C Tractor Division Advertising Dept., to its Agency, (Bert S. Gittins) and to Bob Terhune and all the boys and girls at the Treasury Department in Washington who were not satisfied with banking the advertising fires for the duration—but who opened the draft and shoveled on fuel to make advertising a potent flame in Winning the War. If the farmers get together on it, they alone can finance 30,000 fighter planes this year.

One thing is certain: long after this war is over, when firms who stopped advertising have been forgotten, the name of Allis-Chalmers will be remembered and *respected* by its dealers, by its customers, by its Government, AND by all those who appreciate the intelligent and balanced use of all forms of advertising.

\* \* \* \* \*

### Please Note Carefully

Technical Cautionary Footnote: Some of us direct mail postal-rule-conscious fellows who sat in on this campaign were a little troubled over technical details of this contest. All of us are anxious at all times to follow the strict letter of the postal laws . . . even in a case involving the sale of U. S. Bonds. For the guidance of any of you who consider adaptations of this campaign in your own market, here are some important hints. The postal laws provide that a contest advertised by mail must not include an element of chance. Always be sure that your contest depends upon skill. In this case, prizes are awarded to those who submit best letters on "Why Farmers Should Buy War Bonds." In order to be sure that those entering know what they are writing about . . . entries are limited to (1) farmers and (2) those who *own War Bonds*. In order to be sure of the latter, entries must be marked with serial number of Bond owned (which is equivalent or similar to a contest for school children, for example, where teacher must certify that entrant is actually a student). *This reporter* is informed, however, by Allis-Chalmers officials that many of the entries are coming in without serial numbers, and they have decided to give these entries equal chance to avoid confusion. An interesting sidelight in this contest is the fact that all good letters (winners or not) become property of Treasury Department, which will furnish the best for reading on radio programs. It is therefore possible that the contest results will influence larger purchases of War Bonds in other than rural areas.

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**WHAT ARE YOU DOING WITH DIRECT MAIL TO HELP THE WAR EFFORT? TELL US ALL ABOUT IT.**



## □ A Report From Lignum-Vitae

*Some of you folks who are hesitant about continuing your use of Direct Mail should get a kick out of this report just received from Samuel E. Gold, Sales Manager of Lignum-Vitae Products Corporation, 96-100 Boyd Avenue, Jersey City, New Jersey; President of New Jersey Chapter of National Industrial Advertisers Association. Read it carefully.*

**THINGS HAVE BEEN HAPPENING** so fast in the industrial field that one hardly has a chance to breathe.

However, Direct Mail has been doing a grand job for us.

We employ no outside sales force, and since the War began, Direct Mail has proven itself as fine a tool as was ever conceived to build business.

During these days, when we have had entire markets wiped out over night, because of "freezing" of materials and change-over to War products, Direct Mail has shown that it is adaptable to every new change or condition that may arise.

Direct Mail has been like the "Commandos" in England. We use our mailing pieces to "attack" our "enemies," (which in this case, happen to be, *disappearing markets*) by uncovering new fields for our products. They have been jumping up over night, due to the substitutes, change-over of materials, etc.

No "Bloodhound" has ever done as effective a job as our mailing pieces have been doing lately, in ferreting out new prospective customers.

For instance, we circularized a certain list to sell them our Lignum-Vitae Mallets to be used in their general work. We enclosed other general literature pertaining to our products.

As a result of one such contact, we found that they were doing a tremendous amount of work for ship-builders, which involved the use of Lignum-Vitae.

We sold this "prospect" enough material for fifty-three ships, which ran into quite a considerable order.

This type of work was entirely

foreign to their original line of business, and it probably would have been a long time before we would have learned that they were doing this work, had they not received our Direct Mail literature covering our other products and materials as well as the Mallet and Maults on which we approached.

Another interesting example of how Direct Mail steps into the breach to serve industry and our country, is our experience with the War Production Board who asked us for a report on how, where, and why Lignum-Vitae was being used.

A letter to our customers explaining that the War Production Board wanted this information brought us a flood of very interesting letters telling us how our products were being used, what materials they substituted for, if any, and all in all, gave us the required data pronto.

Just imagine the effort and money it would cost to secure such information if we were to make personal calls.

There are going to be some very interesting stories available, after this fuss is all over, about how many types of companies carried on during this War period.

You can bet your bottom dollar, Henry, that the story of what Direct Mail did is going to have a place high in effectiveness, and will certainly be awarded the "Distinguish Service Cross" for its action. At least, that is the way we feel.

We are continuing to hammer away . . . at specific targets, of course, that fit into the picture . . . because we are finding out that such mailings are paying for themselves, plus!

We are overhauling and streamlining our mailing lists and getting ourselves all set to really step up our activities in general promotion after the War is over.

We keep a close watch on trends and shifts in various industries, so that when Hitler, Hirohito, and Mussolini are knocked on their ears, we will be able to do our part in the tremendous post-War activity which will be awaiting every wide-awake company in the United States.

□ **HOW TO RAISE MONEY** is the name of a new book published by the Associated Press, 347 Madison Avenue, New York City. It was written by Charles W. Gamble. Price \$3.00. 265 pages of information on the technical and mechanical aspects of raising money for social, religious and educational organizations . . . by a man who heads an organization of public relations and fund raising experts. Only nine pages in the book are devoted to "campaigning by mail," on the premise that "in general, mail campaigns are good only as adjuncts to personal solicitations."

The author believes that the cost of a mail campaign is exorbitant as compared to the average personal solicitation campaign. So the nine pages of Direct Mail advice are sprinkled with very skimpy information. We suppose this book is intended to promote a more wide spread use of the much ballyhooed personal fund raising drive . . . aided and abetted, of course, by percentage-collecting fund raising organizations. The author seems to forget, happily for his cause, that social service organizations are way up on the list as the most successful users of Direct Mail. Most of the social service secretaries will vouch for the fact that Direct Mail is constantly becoming more and more the *least expensive way* to raise permanent funds . . . as large contributions become fewer. Perhaps this book is intended to combat the growing danger that Direct Mail may wipe-out the percentage racket in fund racket. If so, we condemn it just as violently as we condemn any misleading propaganda. Wouldn't it be wonderful to wake up some morning and discover that all advertisers, public relations experts, publicists, publishers, etc. had decided to tell *nothing but the truth?*

□ **SPEAKING OF FUND RAISING** . . . this reporter complained several years ago at the Alumni Secretaries Association that so many appeals failed to state (or hint) the amount expected from the individual. It was our contention that many people hesitated to make a *small donation* because they did not want to be considered cheap. We are glad to report that at least one alumni secretary acted on our argument. Charlie Dalton of the University of Roches-



ter showed us his latest fund raising circular. It is clean-cut, factual and *not long winded*. Prominently displayed is a list of twelve "equivalent colleges," showing number of fund contributions, total amount raised and the amount of the *average gift*. Those average gift figures are much lower than the average person would imagine, running from a low of \$6.69 (Mt. Holyoke) to a high of \$22.72 (Williams). Incidentally, Dartmouth College has the largest percentage of alumni contributors to the fund (57%) with an average of \$16.78.

To make things more perfect in the Rochester presentation, the subscription card has a series of 12 check squares. Eleven of the squares have varying amounts of money, running from \$3.00 low up to \$1,000 in the eleventh square. The twelfth square is blank so that a rich contributor can fill in his amount. The whole thing is excellent and *this reporter* learns that this listing of actual amounts did not cut down either the quantity or amount of gifts during the drive. In fact, it helped. So, it pays to tell people what you expect them to do.

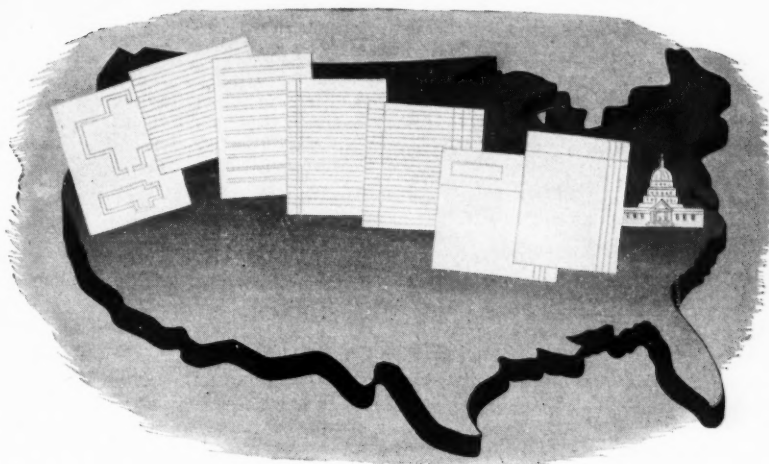
□ **HOW ABOUT LETTERS?** We see by the papers that the U. S. Navy during July will try out a series of newspaper ads in the northeastern coast area, to stimulate recruiting. One of our printer friends wants to know why the Navy does not consider the use of the mail. Getting the list should be easy . . . for the Navy could obtain accurate lists of school graduates. Our printer friend thinks that these graduating students would be favorably impressed by a mail appeal, since "they have not been spoiled by getting too much of it."

Tut, tut! Does anyone ever get too much Direct Mail? Not today, brother, not today.

□ **GEORGE KENNEDY** (Andrews Paper Company) reported a good story during my last trip to Washington. An old fellow down south got sick and tired of receiving letters with notation at bottom left, "dictated but not read." He bought himself a rubber stamp and when any such letter was received, it was stamped in red ink "not read here either," — and mailed back to sender.

**THE REPORTER**

Buy United States War Savings Bonds and Stamps



## EAGLE-A PAPERS

*are Essential*

Paper is part of the war program—and EAGLE-A Papers are helping to step up war production. From drafting room to shipping room—from Washington to the West Coast—ashore and afloat—these dependable papers are doing essential work in America's war effort. EAGLE-A Papers provide—

BLUE PRINTS  
MAPS  
CHARTS  
MANUALS  
ESTIMATES  
BUDGETS  
REQUISITIONS  
STATISTICS

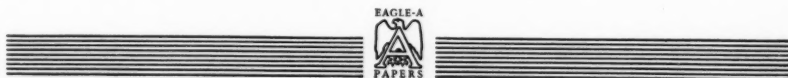
PURCHASE ORDERS  
VENDORS' ORDERS  
SHIPPING ORDERS  
MATERIAL RECORDS  
PRODUCTION RECORDS  
PAYROLL RECORDS  
COST RECORDS  
REPORTS

*and many other applications*

There is an EAGLE-A Paper for practically every purpose and for any type of impress. Ask your printer or EAGLE-A paper merchant for samples, prices and full details.

**AMERICAN WRITING PAPER CORPORATION**  
HOLYOKE, MASSACHUSETTS

Manufacturers of the famous *Eagle-A Coupon Bond* and other nationally-known Bonds, Ledgers, Offsets, Writings, Bristols, Mimeographs, Books, Covers, Advertising Papers and Papeteries. Also Technical, Industrial and Special Papers.



# ABOUT INTOLERANCE

□ **I HATE ANONYMOUS LETTERS.** I usually disregard them. But a recent one got under my skin . . . a long two-page, involved affair on plain paper and in a plain envelope . . . post-marked from Grand Central Station, New York.

The writer (afraid to sign his name) proceeds to lay me low for my campaign to smear "political leaders." (Meaning my efforts to drive out of the mails the Nazi propaganda hiding under the free Congressional franks of Fish, Wheeler, Day, Oliver, Nye, etc., etc.)

He deduces that my interest in this case could spring from only one fact . . . *the fact that I must be Jewish.* He then proceeds to castigate the Jewish people . . . and recites the baseless gossip about Jews avoiding military service and overflying *safe* government agencies . . . not realizing in his anonymous stupidity that this recital gives him dead away as a carrier of the Nazi propaganda germ.

Most editors disregard anonymous letters, but this one should be "answered" because it is simply a violent example of others. And when this letter is matched with the activities of one of the *antagonistic Senators* who spread the story by mail that Henry Hoke's attack against the franking privilege misuse was due to "fact" that he was employed and paid by a certain Jewish organization . . . well, it's time for a show down.

So without in any way implying an apology for my ancestry or my politics—let's get the record straight.

I was born in Baltimore, Maryland, October 1st, 1894 as a result of a mating between two of the oldest families who descended from the early settlers around and about Chambersburg, Pennsylvania . . . throughout the Blue Ridge Mountains. Our ancestry was a melting-pot combination of Welsh, Scotch, English, German and Pennsylvania-Dutch. One of my closet-skeletons is a two year try at pre-theological training at a Presbyterian College. Advertising got me instead.

All my life, as long as I can re-

member, I've been against intolerance. Even though a fraternity man at W. & J. and U. of P., I hated snobishness in fraternities . . . and class distinctions. I didn't like intolerance in business any better.

When, in September, 1939, I discovered an increasing amount of Nazi propaganda in the mail, and analyzed its intolerant, disruptive purposes, I decided to fight it. I fought it in my magazine, with press releases, with speeches and by hard not-so-open work. In some 200 speeches throughout the country, I always emphasized:

"I am not fighting for any one class or group. I am not paid by any one group in spite of what Senator Wheeler or Hamilton Fish may say. I am not fighting to defend Catholics, Jews, Democrats, Republicans, North, South, or what have you. I just don't believe in intolerance. I don't believe that any foreign country should have the right to use our mails or to hide behind our franking privilege to stir up intolerance against any group in our American picture. I don't care a hang whether a Nazi loving Congressman or Business Man is a Republican or a Democrat or what his religion may be, because *whatever his label*, he is a skunk for selling out his country, for helping to breed intolerance and for misusing the United States Mails."

Is that clear . . . you dirt slingers?

And now a few words about these rumor-spread creative statistics of Jewish activity in the Service and in the Government. A few weeks ago I had lunch with a group in a certain luncheon-club high in the sky. An executive of an oil company startled us by repeating practically verbatim the exact bunk about the Jews which was quoted by my "anonymous correspondent." I asked this oil man—"Where did you get this information?" "Oh," says he, "it's general knowledge. Everybody knows it." And I disrupted a peaceful luncheon by showing him to be a liar and a purveyor of Nazi propaganda.

I flung in his face the figures I've taken the trouble to dig up myself from reliable sources. I told him where he could go to find out that Jewish enlistments in both Army and Navy are actually higher on an area-percentage basis than the percentage

of Jewish population. I told him where he could go to find the names and records of Jewish boys shot down at Pearl Harbor and Bataan. I told him where he can go to find the figures which prove that Jewish representation in Government is actually no greater than the the percentage of Jewish population. I could tell him another place to go where he would be of more service to his country . . . by his absence.

You anonymous letter writers, you rumor-spreading "big business men"—make me sick. You show your true colors by calling those who fight for decency and tolerance—*Jew*. As if that in itself made any difference in America . . . even though Hitler says it does.

If Senator Wheeler or Ham Fish or Anon can prove that I'm Jewish or that I've been working for "them" or that my income is dependent on unproportionate Jewish support . . . well, maybe I'd be made happier by discovering that my bookkeeper and banker have been kidding me all this time.

I will not mention this subject again in the magazine. If any of you want to fight about it, come to my office. You should know, however, before you come with your half-baked fiction that you will not receive a very sympathetic welcome *because*

I AM INTOLERANT of disruptors and Nazi-loving propagandists.

□ **FRANKING PROPAGANDISTS** are finally starting down the long road to oblivion. Democracy takes a long time to work . . . but it works. Suppose most of you have read in the papers that George Holden Tinkham of Massachusetts announced his "retirement" from Congress. The reason he announced his retirement was because the patriotic gang in Boston flooded Tinkham's district with mail broadsides giving the true facts about how Tinkham allowed the Hill-Viereck-Dennett gang to use his frank on reprints ordered from Ham Fish's office.

Up in Maine, on the 16th of June,

THE REPORTER

J. C. Oliver was defeated for renomination to Congress. Some of the readers of *The Reporter* saw to it that the citizens of Oliver's district knew all about his misuse of the Congressional frank. Oliver's frank was used on the *largest* propaganda mailing during the whole Nazi dominated mail campaign to divide America. 227,000 Oliver frank reprints of the asinine testimony of Colonel Lindbergh were mailed by the America First Committee and by scores of local mailing units who were certainly anything but patriotically inclined.

Sorry to report that things are not going so good in Fish's district in New York. He has been endorsed for renomination by the Republicans in Orange and Putnam Counties, but the Dutchess County group turned him down. The betting is that Fish has a good chance for re-election unless some way is found to tell the people in his district the real truth. A lot of them don't seem to want to know the truth.

□ **HERE IS AN ITEM** for the history books. When *The Reporter* started its campaign against Nazi propaganda, we were severely censured by many people for openly attacking the fine "patriotic work" of the Board of Trade for German-American Commerce over on 40th Street, New York. It was claimed that this was an American corporation sponsored by truly patriotic citizens. We countered that this might be so, but that the three top men headed by Dr. Degener were outright Nazi spies sent here by Hitler to control the organization and to flood this country with mail propaganda. Even though other German agencies were raided and closed, the Board of Trade for German-American Commerce continued to flaunt its work up to the opening of the war on December 7th.

Several days later the F.B.I. seized Dr. Degener and interned him on Ellis Island. The "patriotic" Dr. Degener, whom so many people tried to protect, is now in Berlin. He got there through the exchange of "diplomats." That's the fellow some of you thought we shouldn't criticize. His job was to win over *appeasers* in the U. S. A. He did his job well.

# □ **REPORT ON BOX HOLDER MAILINGS!**

Hope it is not too late to supply some information about "boxholder" addresses which you requested for Chester A. Gile of Minneapolis on page eight of your February issue.

Our basic lists consist of farm property owners. However, in our Orlando territory we have had trouble securing complete lists and last year we tested a mailing to box holders against a mailing to our farm owners list. The results were as follows:

Farm owners: Mailed 1,644; Inquiries 298; 18.0%.

R. R. Box holders: Mailed 2,369; Inquiries 89; 3.8%.

While this seems conclusive there is one catch to going overboard on these results for use with any other company's material. Previous surveys have showed us that about 98% of all the farm roofing bought is bought by the property owner, himself. In mailing to rural route box holders we would automatically be drawing a number of blanks to start with because a great number of the box holders obviously are tenants, not property owners. This might not affect the campaign Mr. Gile is planning. Certainly he should do some advance testing of his own if he is planning to put very much money into it. Sincerely yours, *Charles R. Strotz, Advertising Manager, South-*

*ern States Iron Roofing Co., Savannah, Georgia.*

*Reporter's Note:* It is never too late for good information. Hope Reese Hicks will show this to the Baby Chick Selling "Experts" who thought we were all wet in knocking "Box Holder" mailings.

□ **A TRICKY LETTERHEAD** is being used by Arthur D. Duncan, 564 Market Street, San Francisco, California. He has several temporary addresses, so he uses a letterhead which has only his personal name printed in reverse block at the top, with a line underneath on which can be typed the address from which he is writing. There is a date line at the right. Then on the back of the sheet, but up-side-down, is printed a smaller reverse block of just his last name. He uses a buff colored paper with brown printing and letters are typed with brown ribbon. When it is a two page letter being typed, the second section is typed on the back of the sheet (also up side down). Makes a very good impression and it is easy to read.

## **THIS MAN WILL WORK FOR YOU FOR NOTHING**

Who me?

**NATIONAL TRAILER COACHES**

**DEXTER**

**WITH THE FLEETS**

**H.K. COFFEE**

PUT A PICTORIAL ADVERTISING MESSAGE ON THE BACK OF YOUR ENVELOPE (by the Artographic process) AND THE POSTMAN WILL DELIVER IT WITHOUT ANY COST OTHER THAN NORMAL POSTAGE.

**CURTIS 1000 INC.**

342 Capitol Avenue HARTFORD, CONN. 1000 University Avenue ST. PAUL, MINN. 2630 Payne Avenue CLEVELAND, O.



□ **A GOOD ARGUMENT** for long letters is contained in a report just received from our friend Frank Webberman of the Colonial Art Furniture Company, 3900 Fifth Avenue, Pittsburgh, Pennsylvania. (Incidentally, Frank was the first customer *this reporter* had when he went into the Direct Mail business some twenty-two years ago in Pittsburgh . . . and we are still friends.)

Frank told us about a new system being installed in the store because of an article which appeared in *The Reporter*. He is good enough to say that this innovation "will more than pay for our subscription to the ever welcome *Reporter*."

He continues:

In an issue of several months ago there was a discussion of long letters. It was a timely discussion as we were considering a rather long letter for our February promotion. After reading the article we decided to go ahead.

The results from this two page letter were by far, the best that we have ever had from any letter. Not only did the people come into the store and comment on the letter, but we received telephone calls and letters from many people. So again *The Reporter* more than paid its way.

Since we've given this much space so far to "our first customer," we may as well give you his letter.

Dear Mr. Scott:

On my return from the Furniture markets early in January, I determined that I would not send you an ordinary illustrated folder announcing our February Furniture Sale. I want to convey my impressions to you in this letter.

If you had been to the market with me, you would know—as I know—that this is not a year to buy furniture simply because it is February. The reasons go deeper.

This February—the next several weeks—may mark the end of an era in furniture.

True, it will be the last time for a long time to come that you will find price levels so low.

True, it will be the last time for a long time to come that certain desirable qualities and styles will be available.

Further, I do not doubt that there will shortly be a change in some things you don't see so readily—imported woods, glues, webbing from India. English fabrics, hardware.

In short, this February will be the end of a considerable amount of pre-war Colonial Art stocks. Replacements of similar quality will become increasingly difficult and costly.

During the coming period, whose length we cannot foresee—with transportation curtailed, and with life centering more and more in the home—the morale of your family will be immeasurably strengthened by surroundings of enduring taste and comfort.

Therefore, I urge you not as a merchant but as a friend to visit our sale at the earliest possible moment. We are not concerned about selling. We know that our kind of furniture will grow steadily in value the longer it stays in our stocks. But we are not interested in retaining these stocks. We far prefer to sell it to people who understand the importance today of furniture as an investment for their homes.

In our sale this February is the kind of furniture you will be proud to live with and to hand on to later generations as heirlooms.

Thank you for your consideration of this long letter. I hope I have conveyed to you the importance of Colonial Art's February Furniture Sale, which begins as you receive this.—Very truly yours, *Frank W. Webberman*.

P. S. As customary, we will remain open Tuesday evenings. Our stocks are at their highest point in our business history to facilitate your selections.

**REPORTER'S NOTE:** No wonder the letter worked. It's friendly, informative and just right. Sure, there may be a few too many "we's," but that's

the kind of a letter it is. Incidentally, if any of you ever get around the Schenley District of Pittsburgh, drop in there at the Colonial Art Furniture. We still think it's one of the handsomest retail stores in America. It has *something* that is hard to describe. Perhaps it's just the spirit of Frank's father, who is one of the finest gentlemen I have ever known.

## Take the short-cut to MAIL RESULTS

Your Direct Mail WILL bring results when prepared by Direct Mail SPECIALISTS.

Advertisers have found that we know how to create and produce Direct Mail advertising that PAYS.

From planning your campaign to mailing the letters, we'll work right with you . . . with RESULTS as our objective. Write or telephone today to find how you can use Direct Mail to cope with your wartime problems.

**D. H. AHREND CO.**

Direct Mail Advertising Specialists

52 Duane St., New York

WOrth 2-5892

## DELIVERED TOGETHER! CATALOG SALES LETTER

when you use DUO-POST

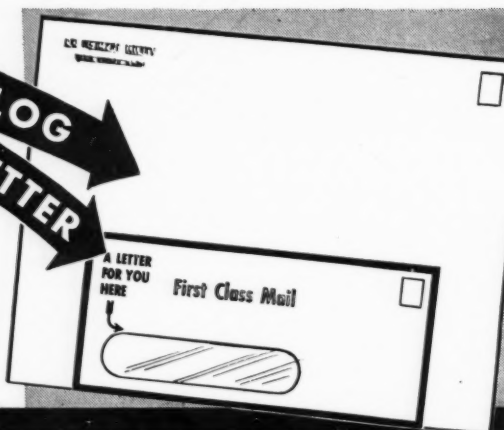
Both reach your prospect at the same instant—best time for your sales letter to get across its selling punch. Ask for samples and prices.

**TENSION ENVELOPE CORPORATION**

345 HUDSON ST. NEW YORK CITY Telephone CANAL 6-1670

Manufacturing plants at NEW YORK, KANSAS CITY, ST. LOUIS, DES MOINES and MINNEAPOLIS

CATALOG ENVELOPES FOR EVERY PURPOSE





## CLASSIFIED ADS

Rates, 50c a line—minimum space, 3 lines. Help and Situation Wanted Ads—25c per line—minimum space 4 lines.

### ADVERTISING AGENCIES

Your agents, mail order advertisement inserted all newspapers, magazines at publishers' rates. Martin Advertising Agency, 171P Madison Avenue, New York.

### ADVERTISING MANAGER WANTED

We need an exceptional man to fill an exceptional opportunity as Advertising Manager of our company—a fabricator of steel products more than 50 years old, a leader in its field, with five subsidiaries and whose annual financial reports over several decades have never shown an operating loss. Qualifications: 1) Must be excellent man with imagination and originality; 2) judge (and prepare) practical copy for catalogs, direct-mail, trade papers, and publicity; 3) originate advertising campaigns including selling idea and "hook," and coordinate the catalog, direct-mail, trade-paper and sales effort, working closely with our Sales Manager; 4) conceive on a broad scale and execute in accurate, thorough detail; 5) direct department of five persons, including budget work, contacts with other departments, etc.; 6) conduct mail and field market-research; and 7) know how to systematize and follow to completion a volume of work—a self-starter and producer. Desired is a mechanical bent, managerial ability, and resourcefulness. Working knowledge of advertising production necessary. Draft exempt. Age and salary: open. Splendid opportunity for advancement in sales work. Permanent. Location: city 20,000 pop., western Pa. In reply, include age, nationality, height, weight, dependents, schooling, past business connections, references (which will not be checked without permission), and tell use what you have done. Attach recent snapshot (not returnable), plus ONE sample each of a catalog, direct-mail piece, and trade-paper advertisement (not returnable) personally written by yourself. Write in strict confidence to Box 601, THE REPORTER, 17 E. 42 St., N. Y. C.

### EQUIPMENT

SAVE HALF on Mimeographs, Multigraphs, typewriters. Write for list of other bargains. Pruitt, 69 Pruitt Bldg., Chicago.

MULTIGRAPHS, MIMEOGRAPHS, Folding Machines and Attachments—Sold. Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### LETTERHEADS

If you want a **BETTER LETTERHEAD** contact Frederick Scheff, Author "Letterhead Design," 68 Nassau St., N. Y. C.

## THE REPORTER

### MAILING LISTS

TIMELY AID! Defense Employee Names. Also unlimited coverage of "buyer" and trade lists. Explain needs. Associated Services, 741 Gott St., Ann Arbor, Michigan.

### MAILING LIST RENTALS

**1,000,000 NAMES FOR RENT** Our advertising brings nearly 1,000,000 new mail-order novelty buyers each year. Complete information sent upon request. Johnson Smith & Co., Detroit, Mich.

### MISCELLANEOUS

**CONSTRUCTIVE HELP FREE:** The Man Marketing Clinic shows men and women how to organize and apply sound merchandising principles to the selling of their own assets and abilities. No charge—no obligation. Applicants of merit welcome. Meetings, under the auspices of the Sales Executives Club, held Fridays at 7 P.M. at the Engineering Bldg., 29 W. 39th St.

### MULTIGRAPHING SUPPLIES

RIBBONS, INKS AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the Re-Manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

### PHOTO OFFSET SUPPLIES

MULTILITH—PHOTO OFFSET Owners Lithostat Mechanical Negative. No Camera Equipment necessary. Sharper copy; Less cost. Write for details. Lithostat Co., 5017 Cermak, Cicero, Ill.

☐ **GOOD SLOGANS** get around. Several months ago *The Reporter* ran an item about Graham Paper's slogan—"What do you Think France would Pay for Another Chance?" Chick Hart of the Multi-Letter Co., Inc., Central Building, Los Angeles, California sends us some copies of a little 3 3/4" x 2 1/8" pocket blotter featuring this slogan, with a plea to buy War Bonds.

☐ **ANOTHER ADVANCE CARD** for salesmen has just been received from Mr. Marion H. Miller of Lowe and Campbell, 1509 Baltimore Avenue, Kansas City, Missouri. It's printed on a penny post card and has a cartoon illustration of a hot and bothered man trying to pump air into a badly worn deflated tire. The balloon caption reads: "Brother—I haven't any spare—either tire or time. Won't you cooperate with me and Uncle Sam by figuring out everything you'll need on this trip? I may not be able to get around again soon. I'll be see'in you about \_\_\_\_\_"

## Professional Mailing Lists

Do you circularize Physicians, Dentists, Druggists, Osteopaths, etc? We have complete mailing lists covering these groups and allied Professions. Our lists are on stencils—the service of addressing your envelopes can be bought for as little as \$3.25 per thousand.

- 100% Accuracy Guarantee
- 72-Hour Service
- Clean Address Imprints

**Fisher-Stevens Service, Inc.**

183 Varick St. New York, N. Y.



use Address Cards of plastic permeated fibre that are tough and as durable as metal. Yet an ordinary typewriter will stencil your addresses in them at typewriting speed. Send for booklet, "Story of a Father and Son or Unscrewing the Inscrutable."

**THE ELLIOTT ADDRESSING MACHINE CO.**  
127 Albany Street Cambridge, Mass.

**COOL 'SHORE VACATION PACKAGE**

FAMOUS FOOD

Airy Outside Rooms

Seawater Baths

Cool Sun Decks

Music

BEACH BATHING FACILITIES

DINNER DANCING

Room, Bath & Meals

**\$13** \$14 \$16

PER PERSON

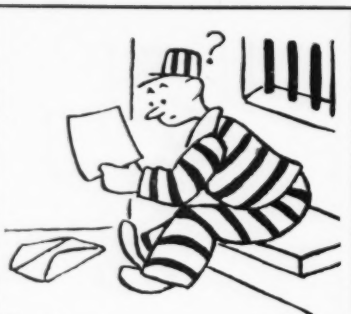
Two in a room

**FRIDAY TO SUNDAY**

**WRITE FOR RESERVATIONS**

Louise W. Parsons Mgr.

**SENATOR ATLANTIC CITY**



Dear Sir:  
Think of it! A genuine leather traveling bag for only \$6.95. . . .

### ARE YOU REACHING THE RIGHT PEOPLE?

For your next mail promotion use a list of *right* people . . . people who are *known* to be buyers of products and services similar to your own. We don't own lists but we do know where to get them . . . 2000 privately owned lists—more than 80 million names—are registered with us and available on a *rental* basis. Cost is low—service is fast. Tell us the people you want to reach—we'll make suggestions without obligation.

### D-R SPECIAL LIST BUREAU

(DIVISION OF DICKIE-RAYMOND, INC.)

80 Broad Street

Boston, Mass.

## ★ FOR DURABILITY SPECIFY KROYDON COVER

for  
Instruction Booklets  
Catalog Covers  
Manuals

★  
Available in a wide range  
of Colors in Medium and  
Heavy Weights

20 x 26      23 x 35

Sample book sent on request

•  
**HOLYOKE CARD  
AND PAPER CO.**

SPRINGFIELD, MASSACHUSETTS

☐ **WHICH PULLS BETTER** . . . first class or third class mail? That's a time worn question. Many tests were run in the past but very few people are making current tests.

Ed Mayer of James Gray, Inc., 216 East 45th Street, New York City tells us that "on an actual cost per inquiry basis, third class metered mail has outpulled first class metered mail on tests with doctors lists."

E. B. Biggar, assistant to Leonard Raymond of Dickie-Raymond, Boston supplied us with the following interesting current information—

"One of our customers, a financial house, was anxious to obtain a high percentage of returns from a mailing which was planned for a list of several thousand. Before making the mailing we tested 1,000 to a cross-section of the list using third class metered mail—and 1,000 using first class stamped mail. The third class test yielded 94 returns at a cost of 37c per return. The first class stamped mail yielded 97 returns at a cost of 70c per return.

For another customer—we tested a 1st class purple stamp against a third class one cent meter indicia. From the first class mailing we obtained a 22.7% return—from the third class mailing a return of 23.8%."

*The Reporter* is always interested in current tests, so please send your figures to us. Incidentally, recent member bulletins of the Direct Mail Advertising Association have contained interesting and illuminating test material. We feel reluctant to reprint since this material is part of a confidential interchange of information between members of the Association. You can get further details by writing to the Association.

☐ **FAKED BILLS** used for Direct Mail solicitation do not make a favorable impression. One of our readers sent us a "bill form" being mailed by National Buyers' Guide of the United States, Indianapolis. It has all the appearances of an actual invoice, with the price of \$9.50 inserted for "listing name in classified annual guide." There is even a 2%—10 day discount *emphasized in red ink*.

Only in the very small type at the bottom can it be discovered that this is a solicitation for listing and not an invoice. Our correspondent believes that many of these "bills" are paid without question. We agree that it is not good Direct Mail ethics.

☐ **IT PAYS TO USE GOOD STYLE** in a presentation, according to a report just received from a new Government worker who wishes to remain anonymous. This particular fellow, well schooled in Direct Mail presentations, wanted a particular job with the Government. He prepared his material and then visited a friendly letter shop. He had them type his application forms on the Vari-typer. There were fourteen forms in all. It took seven hours of intensive concentration to complete the job. There was a clever selection of type faces, with important points brought out in bold type.

When the papers were submitted, the executive receiving them stated, "These are the best application papers ever submitted to this office." The know-how-to-do-it applicant got the job.

☐ **"GETTING TOO PERSONAL"** is what one *Reporter* reader calls the latest promotion of a certain advertising magazine. Attached to several promotion circulars is a yellow memo, filled in to read—"To: Jones of Blank Company." Underneath that—"Dear Jones." Then a scare-you-into-doing-it message.

And the fellow who wrote the memo signed only his last name. It may be all right to get "palsy-walsy" with a well known prospect, but this letter certainly goes too far. Last names are not "palsy-walsy" anyway. Calling a man by his last name *only* sounds patronizingly insulting.

☐ **IN SPITE OF DIMOUTS** and such, Nancy Burke at The Senator, Atlantic City, is still continuing her fine Direct Mail promotion, although she has changed a bit from the startling letter formats used in the past.

Latest good example is a folder done in cartoon style, containing hypothetical questioning letters from prospective guests, with appropriate answers. They were mailed June 15 to a list of 12,000. An interesting treatment of a difficult situation.

☐ **PRINTING TYPE** may undergo a great change during the war. Felix Tyroler's New York M.A.S.A. Bulletin for June reveals the fact that the duPont Company has patented a new process by which type can be cast from Nylon, thereby replacing type metals. It is rumored that impressions are sharp and clear, even with thin letters. The Nylon type can be cleaned with the usual metal cleaners, and can be recast into new type and used over and over again when type becomes worn.

**THE REPORTER**



# Paper Airplanes!

Men who build the big bombers start with mere notes . . . on paper . . . paper plans on a draftsman's board. The big business builders begin the same way . . . with printed sales ideas . . . on paper. And, like the bombers, business ideas properly planned and assembled carry with them the force of authority.

Build your business ideas on Rising Papers. Simple announcements, letters, portfolios, broadsides or catalogs can make the sales you want them to make and the profits you work for.

Ask your Rising merchant today for samples of Rising Papers, for building business.

RISING PAPER COMPANY • Housatonic, Massachusetts

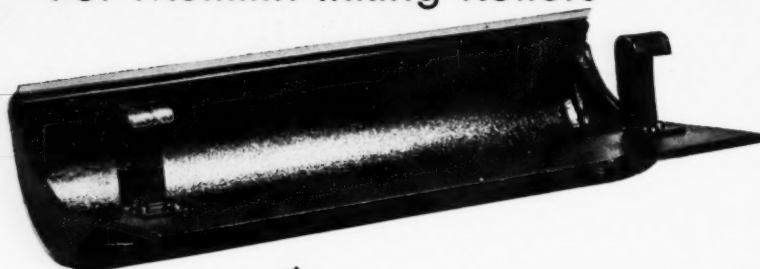




# FALCO

## WASHUP ATTACHMENT

For Multilith Inking Rollers



PRESS SIZE 10 X 15 $\frac{1}{4}$ "

**CLEANS THE INKING ROLLERS QUICKLY AND THOROUGHLY  
WITHOUT REMOVING THEM FROM THE PRESS**

Simply hook attachment to rod No. 1642 — equalizing bar for ductor roller arms — and press forward against No. 1655-A1 oscillating roller which is covered with bakelite, (scraper is made of fibre and will not injure bakelite). Pour on a little roller cleaner; apply it a few times until all cleaner and ink are deposited in pan. No streaks of ink and solution are left as frequently happens when rollers are cleaned by hand. SAVES TIME, RAGS, HANDS, SOLVENT AND ROLLERS.

Price \$12<sup>50</sup> each

PAYS FOR ITSELF IN A SHORT TIME

SOLE AGENT

**THE FUCHS & LANG MFG. COMPANY**

(ESTABLISHED 1870)

DIVISION - GENERAL PRINTING INK CORPORATION

**100 SIXTH AVENUE • NEW YORK**

Boston Chicago  
San Francisco

Cincinnati  
Fort Worth

Cleveland  
Los Angeles

Philadelphia  
Toronto, Canada

St. Louis

